

FitLynk

MyFitness Report



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Introduction

The purpose of this document is to convey the perspective of a new user in Fitlynk and list and elaborate issues found within which may potentially deter users from using the app. The scope of the analysis involves an app analysis for Exercise and Diet which includes:

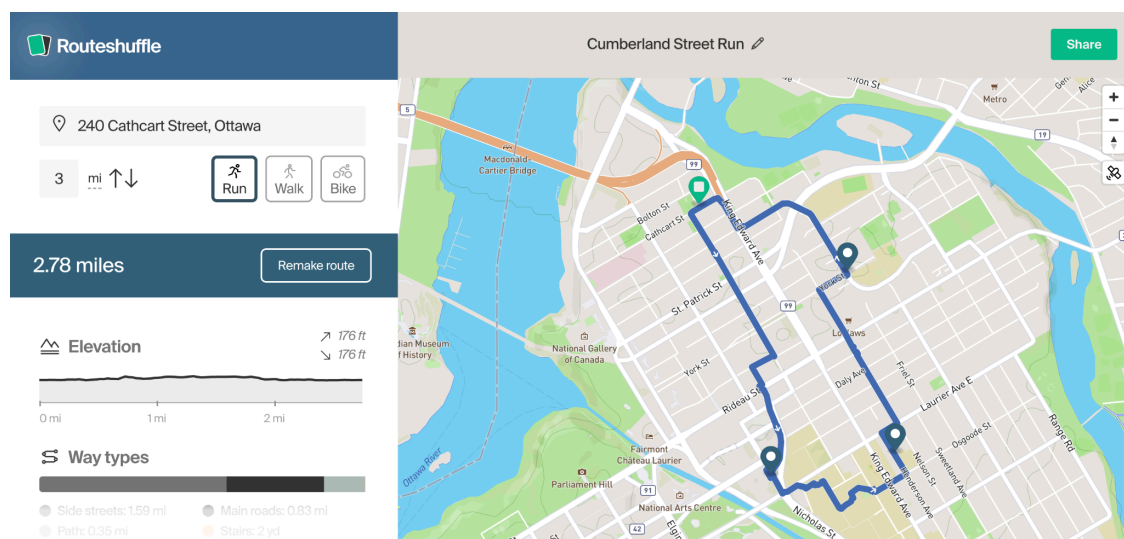
- Visual Design
- Layout and Navigation
- Usability
- Engagement
- Performance

As for RunMate, the `getback()` method is implemented incorrectly, therefore I will be proposing a potential idea for it to replace the current timer system.

RunMate

For this idea I recommend a different strategy, instead of implementing the timer system, there could be an app that gives users a running path for their run based on the distance to run and location.

It is a useful idea for users who continue to run on the same path and want to see what paths nearby there are to experience a different run or are new to a certain area and what an ideal track. This has already been implemented, over here: <https://routeshuffle.com/> or within strava (used to use it now it's subscription). It could be done with routing APIs. Similar to what delivery services and what uber use.



The idea is very useful, instead of providing a simple timer and lap function, this feature could help all fitness enthusiasts follow a path laid out for them to complete their exercise.

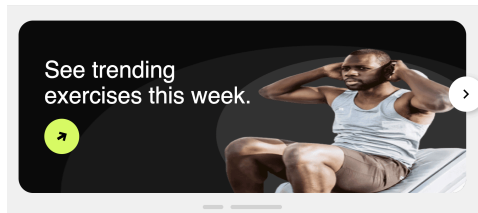
By implementing this, we could work parallel with the NFT concept that is under development. These maps and tracks could correspond with the metrics used by enthusiasts to build a walking score. By keeping everything within FitLynk and using no external applications the database could reuse certain values making the implementation of the NFT system more feasible.

Exercise

Visual Design:

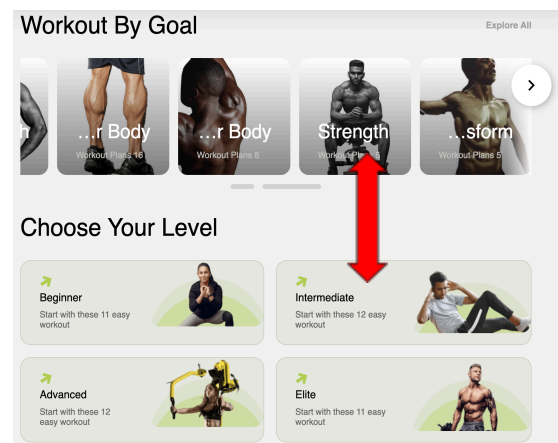
Observations: Minimalistic design, certain colours set maintain a consistent aesthetic. Clear attention hierarchy due to colour usage. The implementation of dark/night mode could enable a better contrast (especially with the usage of green and black).

Layout and Navigation:

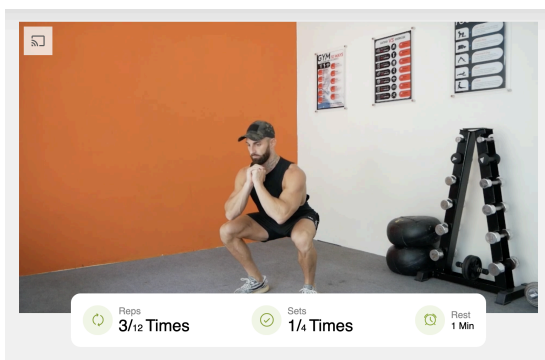


The user's attention is brought to the trending exercise, this could be pushed down to the bottom due to relevance.

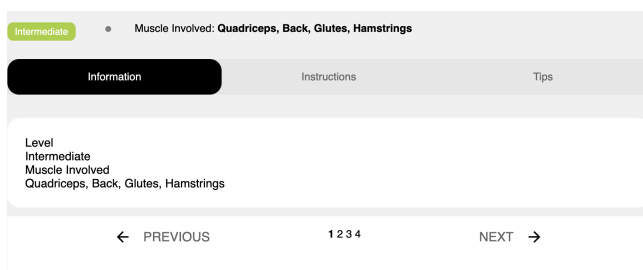
The "workout by goal" and "choose your level" positions could also be swapped, as general users who have little knowledge on fitness do not get confused with other workouts, once again it would be more relevant to them to see initially.



Usability:



For the use case where the user picks an exercise, adding a next button so the user can increase the set counter, or a button to remove the video all together.



The "Next" button could continue the use case to take the user to the following exercise (currently not working)

Engagement:

It is important to note that the average user's attention span is really low, fixing the layout of the components in the beginning of the exercise page will help captivate them effectively

Performance:

Responsiveness, speed and stability are really good, nothing to comment on.

Diet

Visual Design:

Same as for exercise but myDiet has better aesthetic (reason why I recommended night/dark mode)

Layout and Navigation:

Having an interactive panel on the page is much more appealing, potentially adding something similar for exercise?

Usability:

The calculator does not account for weight height and age information, perhaps adding basic function (BMR + activity level calories) to gain weight, (BMR in protein + calories depending on difficulty) to lose weight, and stay fit (BMR + activity level) with healthiest options.



Scaling metrics more effectively could be helpful for users who enjoy using the features.

Engagement & Performance:

Overall the engagement is really high despite having longer response times, it is more interactive hence as a user I enjoyed using it much more than the exercise page. Performance however is longer. Not sure if the page was implemented with JS or which specific libraries were used, improving it would majorly impact UX.